



Westchester Town Center  
Patron Snapshot  
SUMMARY

January 2011

Q: What are the 3 most important things that should be done to improve business in the Westchester Town Center Area?

|                 | Total Responses |        |
|-----------------|-----------------|--------|
| Parking         | 33              | 24.2%  |
| Security        | 26              | 19.1%  |
| Advertising     | 22              | 16.2%  |
| Clean & Green   | 13              | 9.6%   |
| More Restaurant | 6               | 4.4%   |
| Less Homeless   | 19              | 14.0%  |
| Misc. Responses | 17              | 12.5%  |
|                 | 136             | 100.0% |

Q: If you had a "discount card" for shopping in the Westchester Town Center area how likely would you be to use it?

|                  |     |        |
|------------------|-----|--------|
| Extremely Likely | 51  | 46.4%  |
| Likely           | 42  | 38.2%  |
| Somewhat Likely  | 13  | 11.8%  |
| Unlikely         | 2   | 1.8%   |
| Very Unlikely    | 2   | 1.8%   |
|                  | 110 | 100.0% |

Q: Do you believe that the creation of a program that provides incentives for shopping in the Westchester Town Center district by families with students in local schools will improve business?

|           |     |        |
|-----------|-----|--------|
| Yes       | 72  | 65.5%  |
| No        | 1   | 0.9%   |
| Maybe     | 35  | 31.8%  |
| No Answer | 2   | 1.8%   |
|           | 110 | 100.0% |

Do you believe that the creation of a "cooperative advertising program" for shopping in the Westchester Town Center district would help YOUR business?

|       |     |        |
|-------|-----|--------|
| Yes   | 66  | 60.0%  |
| No    | 8   | 7.3%   |
| Maybe | 36  | 32.7%  |
|       | 110 | 100.0% |